

## Standards of Conduct

It is the expectation of Advocate Aurora Health that all individuals in control of the educational content will comply with and adhere to the following policies and Standards of Conduct for their role in the CME activity.

If you have any questions regarding your ability to comply with and/or adhere to these policies and standards of conduct statements, please contact the activity director as soon as possible.

- All educational content must be developed independently of an ACCME-defined commercial interest.
- The content and/or format of a CME activity and/or its related materials must promote improvements or quality in healthcare and not a specific proprietary business interest of an ACCME-defined commercial interest.
- Educational materials that are part of a CME activity, such as slides, abstracts and handouts cannot contain any advertising, corporate logo, trade name or a product-group message of an ACCME-defined commercial interest.
- All recommendations involving clinical medicine in a CME activity must be based on evidence that is accepted within the profession of medicine as adequate justification for their indications and contraindications in the care of patients.
- All scientific research referred to, reported or used in support or justification of patient care recommendations must conform to the generally accepted standards of experimental design, data collection and analysis.
- Generic names must be used to the extent possible and, if trade names are used, trade names from several companies must be included.
- Necessary copyright permission must be obtained for any portion of the CME materials that is not original or for which the speaker does not hold the copyright.
- Relationships with an ACCME-defined commercial interest (or lack thereof) and/or discussions of off-label uses' will be disclosed on a slide and/or verbally announced to learners prior to the presentation, so that they may form their own opinions as to possible bias.
- Advocate Aurora Health may ask to review any presentation and/or content prior to the activity and educational content and resources must be provided in advance, and modified if needed, as requested.
- A CME monitor may be attending the meeting to ensure that it is educational and not promotional in nature.
- CME accreditation guidelines prohibit direct acceptance of any reimbursement for this CME activity (financial, gifts, or in-kind exchange) from an ACCME-defined commercial interest.